

Dec 01, 1995

MARLIN

Page 1

Rank Regions by Brand - Shr of FPPSAV  
 Ranking based on Ytd Shr of FP.Sav Vol Diff vs Qtr Dec 94

Periods: 4WK OCT 95

Products: RJR FP

Rank	Shr of FP.Sav		Shr of FP.Sav		Shr of FP.Sav		Ytd Shr of FP.Sav		Ytd Shr of Vol Diff vs Qtr Dec 94	
	Vol PP2	Vol PP1	Vol	Vol Diff vs PP	Vol	Vol Qtr Dec94	Vol	Vol		
1	23.31	23.26	24.50	1.24	23.67	22.27	23.43	1.16		
2	24.95	23.88	23.88	0.00	24.22	23.39	24.01	0.62		
3	22.84	23.19	23.91	0.73	23.30	22.48	23.08	0.59		
4	27.47	27.34	27.94	0.60	27.37	27.24	27.54	0.30		
5	23.94	26.75	26.92	0.17	26.55	26.30	26.57	0.27		
Western	6	23.99	23.92	24.05	0.73	24.17	23.94	24.20	0.26	
S. Florida Reg	7	21.89	22.38	22.01	-0.37	22.11	22.25	22.33	0.08	
Southern	8	26.51	26.51	26.51	0.01	26.51	26.47	26.52	0.05	
Philadelphia Reg	9	19.63	19.77	18.79	-0.98	19.42	19.57	19.61	0.04	
Denver Reg	10	24.94	24.50	24.72	0.22	24.71	24.50	24.53	0.03	
Dallas Reg	11	23.87	23.64	23.87	0.24	23.78	23.85	23.88	0.03	
Win-Salem Reg	12	31.01	30.69	31.04	0.55	30.89	30.84	30.86	0.02	
Seattle Reg	13	31.24	30.81	31.44	0.63	31.14	31.03	31.04	0.01	
Northeast	14	22.43	22.33	22.44	0.11	22.40	22.63	22.62	-0.01	
Total, US	15	26.59	24.45	26.61	0.16	26.54	26.63	26.62	-0.01	
Buffalo Reg	16	21.41	20.89	20.93	0.03	21.07	21.50	21.41	-0.08	
Atlanta Reg	17	30.04	29.22	29.18	-0.06	29.46	29.44	29.18	-0.26	
Mid-West	18	25.59	25.19	25.24	0.05	25.33	25.62	25.35	-0.27	
NY-Metro Reg	19	16.36	16.33	16.52	0.19	16.40	17.21	16.88	-0.33	
Boston Reg	20	22.57	22.02	22.75	0.73	22.42	22.86	22.50	-0.36	
S.Calif Reg	21	20.75	20.51	20.98	0.47	20.73	21.51	21.08	-0.63	
Minneapolis Reg	22	24.91	24.77	24.73	-0.04	24.80	25.29	24.84	-0.46	
Cincinnati Reg	23	27.28	27.80	27.58	-0.22	27.57	28.44	27.95	-0.50	
St.Louis Reg	24	27.19	26.97	26.83	-0.14	26.99	27.93	27.14	-0.79	
Detroit Reg	25	26.13	26.07	26.25	0.17	26.14	27.66	26.55	-0.91	

Fax = RBM's IP#200

These Reports Reflect your New Region Boundaries. A few selected time periods were selected for the total region. This is not available to the outlet level on my machine until Monday, But I thought you might enjoy these.

Z-mem

Note to RBM's - All Marlin (MRS - RBM Reports) <sup>formerly</sup> will be mailed to you next week.

Z-mem

51862 1277

Dec 01, 1995

**MARLIN**

Page 2

**Rank Regions by Brand - Shr of FPSAV**  
**Ranking based on Ytd Shr of FP.Sav Vol Diff vs Qtr Dec 94**

Periods: 4Wk OCT 95

PRODUCED BY RJR SAY

Rank	Shr of FP.Sav			Shr of FP.Sav			Shr of FP.Sav			Shr of FP.Sav			Ytd Shr of FP.Sav		
	Vol	PP1	Vol	PP1	Vol	Vol	PP1	Vol	PP1	Vol	PP1	Vol	PP1	Vol	
N.Calif Reg	1	22.51	21.24	21.27	0.03	21.65	20.26	21.83	1.57						
NY.Metro Reg	2	31.39	30.94	30.94	0.00	31.08	28.57	29.70	1.14						
Atlanta Reg	3	38.76	38.25	37.20	-1.05	38.08	37.05	38.03	0.98						
Philadelphia Reg	4	31.70	31.18	33.22	2.04	31.95	34.26	34.78	0.52						
Boston Reg	5	26.22	25.49	23.88	-1.61	25.24	25.03	25.22	0.19						
Pittsburgh Reg	6	31.68	31.79	30.70	-1.09	31.42	31.44	31.44	0.00						
Northeast	7	31.06	31.14	30.27	-0.87	30.85	32.04	31.25	-0.79						
Richmond Reg	8	32.83	33.65	34.30	0.85	33.51	34.31	33.37	-0.94						
Dallas Reg	9	44.98	45.23	44.46	-0.77	44.92	47.26	46.14	-1.12						
Seattle Reg	10	32.18	28.73	27.49	-1.24	29.37	32.65	31.50	-1.15						
Southern	11	39.22	39.61	39.42	-0.20	39.43	40.90	39.66	-1.24						
Chicago Reg	12	24.97	26.36	26.92	0.56	26.08	27.81	26.57	-1.25						
Buffalo Reg	13	32.68	32.65	30.29	-2.36	31.94	34.86	33.92	-1.35						
Total. US	14	32.86	32.68	32.11	-0.57	32.56	34.73	33.26	-1.49						
St.Louis Reg	15	28.17	28.02	26.96	-1.06	27.74	28.66	27.15	-1.51						
Western	16	35.09	33.98	32.85	-1.14	33.97	36.91	35.10	-1.81						
Denver Reg	17	26.81	26.07	25.77	-0.30	26.21	29.05	27.22	-1.83						
Mid-West	18	27.29	26.80	26.41	-0.39	26.84	29.77	27.91	-1.87						
S.Calif Reg	19	31.39	32.30	31.16	-1.14	31.72	35.00	32.76	-2.24						
Win-Salem Reg	20	34.98	34.80	35.10	0.30	34.95	36.52	34.26	-2.26						
Detroit Reg	21	28.87	27.47	26.68	-0.79	27.66	32.54	30.22	-2.31						
S.Florida Reg	22	43.93	45.40	45.02	-0.39	44.83	47.56	45.22	-2.34						
Minneapolis Reg	23	27.18	26.22	26.06	-0.16	26.48	30.85	28.41	-2.44						
Cincinnati Reg	24	31.35	31.95	31.52	-0.43	31.63	33.73	31.21	-2.54						
Houston Reg	25	52.36	52.65	51.46	-1.20	52.20	56.35	53.07	-3.29						

51862 1278

Dec 01, 1995

MARLIN

Page 5

Rank Regions by Brand - Shr of FP.SAV  
Ranking based on Ytd Shr of FP.Sav Vol Diff vs Qtr Dec 94

Periods: 4WK OCT 95

Products: WINGBASE

Rank	Vol PP2	Vol PPI	Vol	Shr of FP.Sav		Shr of FP.Sav		Shr of FP.Sav		Ytd Shr of FP.Sav	
				Shr of FP.Sav	Shr of FP.Sav	Shr of FP.Sav	Shr of Vol Diff	Shr of FP.Sav	Shr of FP.Sav	Ytd Shr of FP.Sav	FP.Sav Vol Diff
				Shr of FP.Sav	Shr of FP.Sav	Shr of FP.Sav	Shr of Vol Diff	Shr of FP.Sav	Shr of Vol Qtr Dec94	Ytd Shr of FP.Sav	Ytd Shr of Vol Dec 94
Buffalo Reg	1	7.14	6.79	6.85	0.06	6.92	6.61	6.90	0.28		
N.Calif Reg	2	5.10	4.97	5.26	0.30	5.10	4.83	5.08	0.25		
Chicago Reg	3	7.39	7.11	7.10	-0.01	7.20	6.92	7.10	0.18		
Pittsburgh Reg	4	8.83	8.86	8.83	-0.03	8.86	8.73	8.86	0.14		
Richmond Reg	5	7.95	7.91	7.73	-0.18	7.87	7.80	7.92	0.12		
Houston Reg	6	7.89	7.93	8.11	0.18	7.98	7.72	7.83	0.11		
Winston-Salem Reg	7	10.27	10.04	10.24	0.19	10.19	10.23	10.29	0.05		
Boston Reg	8	9.44	9.09	9.24	0.15	9.25	9.38	9.37	-0.01		
Western	9	5.87	5.78	5.93	0.15	5.86	5.84	5.82	-0.02		
Northeast	10	7.01	6.95	6.91	-0.04	6.96	7.09	7.06	-0.02		
Dallas Reg	11	7.38	7.18	7.07	-0.11	7.21	7.32	7.29	-0.03		
Southern	12	8.70	8.55	8.45	-0.10	8.57	8.68	8.64	-0.04		
Total US	13	7.21	7.12	7.09	-0.03	7.14	7.28	7.19	-0.09		
S.Calif Reg	14	4.71	4.65	4.71	0.06	4.69	4.87	4.78	-0.09		
Philadelphia Reg	15	5.26	5.32	4.90	-0.42	5.17	5.31	5.17	-0.14		
Atlanta Reg	16	10.04	9.64	9.61	-0.03	9.76	9.82	9.64	-0.17		
Cincinnati Reg	17	7.96	8.27	8.27	-0.01	8.17	8.68	8.47	-0.20		
S.Florida Reg	18	7.84	7.08	7.69	-0.29	7.85	8.4n	8.17	-0.26		
Minneapolis Reg	19	5.21	5.12	5.11	-0.01	5.15	5.41	5.16	-0.24		
Mid-West	20	6.75	6.66	6.65	-0.02	6.69	7.00	6.73	-0.27		
Seattle Reg	21	6.16	6.06	6.11	0.06	6.11	6.31	6.02	-0.29		
Denver Reg	22	6.47	6.16	6.16	0.00	6.26	6.60	6.31	-0.30		
Detroit Reg	23	6.82	6.92	6.94	0.03	6.90	7.61	7.10	-0.32		
NY.Metro Reg	24	4.05	4.04	3.91	-0.14	4.01	4.61	4.19	-0.41		
St.Louis Reg	25	7.78	7.95	7.79	-0.15	7.85	8.71	7.94	-0.77		

51862 1279

Dec 01, 1995

MARLIN

Page 6

Rank Regions by Brand - Shr of FPSAY  
 Ranking based on Ytd Shr of FP.Say Vol Diff vs Qtr Dec 94

Periods: 6WK OCT 95

Products: WINSTSEL

Rank	Vol	PP2	Vol	PP1	Vol	vs PP	Vol	Shr of FP.Say Vol Diff	Shr of FP.Say Vol	Shr of FP.Say Vol Qtr Dec 94	Ytd Shr of FP.Say Vol	Ytd Shr of FP.Say Vol Qtr Dec 94	Ytd Shr of FP.Say Vol Diff vs Qtr Dec 94	
									Shr of FP.Say	Shr of FP.Say	Shr of FP.Say	Shr of FP.Say	Shr of FP.Say	Shr of FP.Say
									Shr of FP.Say	Shr of FP.Say	Shr of FP.Say	Shr of FP.Say	Shr of FP.Say	Shr of FP.Say
Chicago Reg	1	1.22	1.00	1.11	0.11	1.10	0.78	1.05	0.27	0.91	1.13	1.13	1.13	0.22
NY.Metro Reg	2	1.00	0.87	0.92	0.04	0.93	0.91	1.62	1.81	1.81	1.81	1.81	1.81	0.19
Houston Reg	3	1.79	1.82	2.13	0.31	1.91	1.62	1.62	1.75	1.75	1.75	1.75	1.75	0.14
Pittsburgh Reg	4	1.75	1.70	1.91	0.21	1.78	1.62	1.62	1.75	1.75	1.75	1.75	1.75	0.14
Philadelphia Reg	5	1.13	1.10	1.15	0.05	1.13	1.06	1.16	1.16	1.16	1.16	1.16	1.16	0.11
N.Calif Reg	6	1.05	1.06	1.18	0.12	1.09	0.98	1.07	1.07	1.07	1.07	1.07	1.07	0.09
Buffalo Reg	7	1.64	1.63	1.61	-0.02	1.63	1.76	1.81	1.81	1.81	1.81	1.81	1.81	0.07
S.Florida Reg	8	1.67	1.69	1.66	-0.03	1.68	1.53	1.57	1.57	1.57	1.57	1.57	1.57	0.05
Northeast	9	1.68	1.61	1.54	0.12	1.47	1.53	1.56	1.56	1.56	1.56	1.56	1.56	0.03
Boston Reg	10	1.92	1.76	1.86	0.10	1.84	1.81	1.83	1.83	1.83	1.83	1.83	1.83	0.02
Atlanta Reg	11	1.35	1.59	1.51	0.12	1.42	1.38	1.36	1.36	1.36	1.36	1.36	1.36	-0.02
Win-Salem Reg	12	1.98	1.89	2.04	0.16	1.96	1.96	1.92	1.92	1.92	1.92	1.92	1.92	-0.04
Western	13	1.57	1.31	1.65	0.15	1.37	1.41	1.35	1.35	1.35	1.35	1.35	1.35	-0.06
Total.US	14	1.40	1.44	1.54	0.11	1.48	1.55	1.49	1.49	1.49	1.49	1.49	1.49	-0.06
Denver Reg	15	1.39	1.54	1.57	0.03	1.50	1.57	1.51	1.51	1.51	1.51	1.51	1.51	-0.07
St.Louis Reg	16	1.34	1.27	1.37	0.10	1.32	1.39	1.32	1.32	1.32	1.32	1.32	1.32	-0.07
Southern	17	1.68	1.68	1.78	0.10	1.71	1.75	1.64	1.64	1.64	1.64	1.64	1.64	-0.10
Mid-West	18	1.34	1.29	1.37	0.08	1.33	1.47	1.35	1.35	1.35	1.35	1.35	1.35	-0.12
Seattle Reg	19	1.48	1.32	1.58	0.25	1.45	1.67	1.49	1.49	1.49	1.49	1.49	1.49	-0.18
Dallas Reg	20	1.63	1.60	1.79	0.20	1.67	1.91	1.70	1.70	1.70	1.70	1.70	1.70	-0.21
S.Calif Reg	21	1.21	1.09	1.07	-0.03	1.12	1.33	1.11	1.11	1.11	1.11	1.11	1.11	-0.24
Richmond Reg	22	1.74	1.63	1.90	0.07	1.82	1.95	1.68	1.68	1.68	1.68	1.68	1.68	-0.27
Minneapolis Reg	23	1.00	1.03	1.16	0.13	1.06	1.38	1.10	1.10	1.10	1.10	1.10	1.10	-0.28
Cincinnati Reg	24	1.56	1.57	1.86	0.29	1.66	2.23	1.77	1.77	1.77	1.77	1.77	1.77	-0.46
Detroit Reg	25	1.74	1.64	1.64	0.01	1.47	2.31	1.80	1.80	1.80	1.80	1.80	1.80	-0.51

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